

**METHOD AND APPARATUS
FOR LISTING GOODS FOR SALE**

ABSTRACT OF THE INVENTION

A method for using a telephone to list a seller's good for sale on a website including
5 the steps of receiving good-identifying information from a seller via a telephone and
presenting the good for sale on a website. The good-identifying information may be received
as a series of tones generated by depression of keys of a telephone. The tones may optionally
be used to navigate through a voice prompt system or to provide information about the good,
such as the good's UPC code, ISBN number and/or characteristics of the good. The seller's
provision of a standard identification code allows the marketeer to retrieve information
relating to the good from a database and to use such information to present the good for sale.
Such information, and/or the characteristics provided by the seller that are specific to the
good may optionally be used to set or recommend a price for the good.